

# Syed Ali Imam

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Karachi, Pakistan | thisisaly@gmail.com | [LinkedIn](#)

Dear Sindh Mass Transit Authority Hiring Team,

With the utmost eagerness, I want to express my interest & passion for the Communications Specialist position. As someone who has extensive experience in mass media and journalism, along with efficient skills in communications, I know my versatile skills and qualifications will make me an asset to the SMTA team.

As you will find on my resume, I have had a variety of experiences with different roles in the communications and media domain, from my time at Global Neighbourhood for Media Innovation to my time at Geo TV Network. I am looking to make the next step in my career by leveraging my 15+ years of experience in media communications by contributing valuable leadership and proactive communication skills.

As a prospective employee, I can immediately bring the following qualities to the team:

**Previous Media and Public Relations Experience:** In my experience as an Executive Producer at Geo TV Network, I led a team of 25 members from relevant departments to develop and execute each transmission we channeled on our network. I administered the internal and external communications and ensured network channels followed overall branding agenda and policy.

**Collaboration, Priority and Adaptability Skills:** Throughout my experience, I have collaborated with internal and external partners to lead out sponsorships with the companies. By doing so, I created a strong network with senior level professionals and organizations in the industry. I have learned the ever-changing art of capturing audience attention and communicating with internal team members over my years in the media and marketing industries.

While my resume provides a quick summary of my experiences, I hope to have the opportunity to share how I can further bring value to your company's needs.

Sincerely,

Syed Ali Imam

# Syed Ali Imam

[thisisaly@gmail.com](mailto:thisisaly@gmail.com) | [LinkedIn](#) | Karachi, Pakistan

## SUMMARY

Self-motivated & dynamic consultant with 15+ years' experience in strategic development of media production and management. Extensive leadership experience with large production teams. Oversaw internal & external communication for network channels & programs. Managed operations, live television transmissions and pioneered big hits of Pakistani TV programs. Exhibit strong skills in PR, digital marketing, strategic/analytical approach, working with cross-functional teams, building company portfolio and implementing agile methodologies.

## EDUCATION

### Federal University

M.A. Political Science | 2013

### New Port University

MBA | 2001

## PROFESSIONAL EXPERIENCE

### Global Neighbourhood for Media Innovation (GNMI)

*Trainer & Consultant*

*Nov 2020 - Feb 2021*

- Liaised partnership between GNMI & SMIU, BBSUL & UOK Media Head Department faculty, staff, and students.
- Facilitated workshops and trainings for Gender Sensitive Reporting, Photo Journalism and Exploring Social Media Channels – Voicing and Presentation
- Coordinated moderated Q&A and follow- ups with partnered universities.

### Jinn TV

*Channel Director*

*Jan 2019 – July 2020*

- Executed channel creative assets and media campaign plans, provided input, and monitored execution in collaboration with relevant departments.
- Developed channel program directives including studio designing, channel SOPs, content creation & channel setup.
- Hired and worked cross functionally with a team of producers, animators, editors, technical/IT dept & marketing dept.
- Oversaw website development consisting of domain setup and implementing user interface.

### Express Media Network & Seemee Productions

*Content Head*

*May 2019 - May 2019*

- Spearheaded executive content planning with team and talents.
- Managed recruitment of talents and artists for network programs.
- Directed team for each transmission and worked cross functionally with IT & marketing department members.
- Handled content development and production for recorded and live transmissions (Ramzan Live Transmission, Chand Raat Shows, Eid Shows, & Hua r Rasool).
- Host of Sehri Transmission - responsible for creating structured outlines & deliverables.

### Bahria University

*Visiting Faculty*

*2018 – 2019*

- Led media science lab at Bahria University; taught students practical uses of media science with hands-on experience for two semesters.
- Networked with professionals in the communications and media domain.

### Zaitoon TV

*Production Head*

*Nov 2018 – Apr 2019*

- Lead channel content production – brainstorming, program outlining, concept designing.
- Managed the production schedule and coordinated channel work with leaders.

### Knorr Noodles Kids Game Show - Unilever Pakistan

*Content Head*

*Aug 2018 - Aug 2018*

- Orchestrated the executive content planning process and executed all channel creative assets and media campaign plans.
- Outlined and approved content according to network and sponsor policies and guidelines.
- Optimized performance with innovative strategy planning and analyzing performance insights.

### Express Media Network & Seemee Productions

*Content Head*

*May 2018 - May 2018*

- Effectively managed a team of 25 members to produce successful live and recorded programs (Ramzan Live Transmission, Chand Raat Shows & Eid Shows).
- Directed team for each transmission and worked cross functionally with IT & marketing department members.
- Oversaw content development including research, testing, production and execution.

## **Bol TV**

*Executive Producer*

*Dec 2016 – Oct 2017*

- Successfully executed channel creative assets and media campaign plans in collaboration with relevant departments and network policies.
- Monitored press release deliverables and ensured timely delivery of all media.
- Evaluated network branding and performed QA testing on social and display campaigns.

## **IMC - Geo Television Network**

*Executive Producer*

*July 2012 – Oct 2016*

- Administered production and execution of network programs (Morning Show - Subh e Pakistan (Season 1 & 2), Inaam Ghar, Ramzan Shareef, Pakistan Ramzan & Geo Eid Transmission).
- Led team to work cross-functionally with relevant departments to manage and coordinate media assets for social, display & TV campaigns.
- Approved media deliverables while ensuring alignment with network policies and strategies.

## **ARY Television Network**

*Senior Producer*

*Aug 2010 – Jun 2012*

## **IMC – Geo Television Network**

*Senior Producer*

*Aug 2009 – July 2010*

## **IMC – Geo Television Network**

*Supervising Producer*

*Dec 2006 – Aug 2009*

## **IMC – Geo Television Network**

*Associate Producer*

*Jul 2005 – Dec 2006*

## **IMC – Geo Television Network**

*Production Associate*

*May 2003 – Jun 2005*

## **CERTIFICATES & PROJECTS**

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### **Fundamentals of Digital Marketing**

*Google*

*Sep 2022*

### **Guest Speaker – Media Science**

*Iqra University | Ilma University | Bahria University*

*2021 - Present*

## **SKILLS**

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- |                        |  |                                  |
|------------------------|--|----------------------------------|
| • Team Management      | • Digital Marketing Channels (LinkedIn, Twitter, YouTube, Facebook, etc) | • Cross-Functional Communication |
| • Operations           | • Media Production   | • Strategic Planning             |
| • Data Analysis        | • Research & Management  | • Content Development            |
| • Budgeting            | • PR   | • Branding Compliance            |
| • Strategic Leadership |  |                                  |



S. No. **005504**

Seat No. **72946**

قومی زبان میں تعلیم

قومی ترقی کا ذریعہ

# وفاقی اردو یونیورسٹی

برائے فنون، سائنس اور ٹیکنالوجی

**Federal Urdu University**  
of Arts, Sciences and Technology

**FACULTY OF ARTS**  
**M.A**

کلیہ فنون  
ایم۔ اے

*Be it known that*

ہر گاہ

**Syed Ali Imam**

سید علی امام

**Syed Khurshaid Imam**

سید خورشید امام

No/D/o

ولد/بنت

*has pursued a course of study prescribed by this University for the Degree of Master of Arts in Political Science, in the Faculty of Arts and has passed the requisite examination of 2012 held in 2013, having been placed in 1st class/grade.*

نے کلیہ فنون کے مضمون سیاسیات میں ایم۔ اے کی سند کے لئے اس جامعہ کے منظور شدہ نصاب کی تکمیل کر لی ہے اور مطلوبہ امتحان ۲۰۱۲ء منعقدہ ۲۰۱۳ء میں کامیاب ہو کر اول درجہ/گریڈ حاصل کر لیا ہے۔

*It is hereby certified that he/she has been duly admitted to the degree of Master of Arts in this University.*

لہذا تصدیق کی جاتی ہے کہ انہیں اس جامعہ میں

ایم۔ اے کے درجہ پر فائز کیا گیا۔

Registrar

Vice Chancellor

Dated **30-11-2021** PAKISTAN

تاریخ **۳۰-۱۱-۲۰۲۱** پاکستان

Note:- Detailed transcripts of examination results have been issued separately

امتحان کے مضامین اور حاصل کردہ درجات کی تفصیلات علیحدہ جہاز جاری کی گئی ہیں۔





# کراچی یونیورسٹی

## University of Karachi

FACULTY OF BUSINESS  
ADMINISTRATION & COMMERCE

کلیۃ تنظیمات کاروبار و تجارت

Bachelor of Commerce

بی۔ کام

Whereas SYED ALI IMAM S/O

SYED KHURSHAD IMAM

برآمدہ  
سیّد علی امام

برگاہ  
سیّد علی امام

has pursued a course of study prescribed by this University for the Degree of Bachelor of Commerce in the Faculty of Business Administration and Commerce and has passed the requisite Annual / Supplementary examination of 1996, held in 1996, having been placed in SECOND class.

It is hereby certified that he/she has been duly admitted to the degree of Bachelor of Commerce in this University.

Registries

Vice-Chancellor

Dated Karachi, the 15TH NOVEMBER 2000

Note :- Detailed transcripts of examination results have been issued separately.

کمزور

شیخ الجامعہ

کراچی، بتاریخ ۱۵ نومبر ۲۰۰۰

بی۔ کام کے درجہ پرفائز کیا گیا۔

لہذا تصدیق کی جاتی ہے کہ انھیں اس جامعہ میں

کامیاب ہو کر درجہ حاصل کر لیا ہے،

مطلوبہ امتحان سالانہ / ضمنی ۱۹۹۶ منعقدہ ۱۹۹۶ میں

کے لیے اس جامعہ کے منظورہ نصاب کی تکمیل کر لی ہے اور

نے گائیڈ نظمیات کاروبار و تجارت کے تحت بی۔ کام کی سند

امتحان کے مضامین اور حاصل کردہ نشانات کی تفصیلات علیحدہ جاری کی گئی ہیں۔